

**IN THE SPECIFICATION:**

Please amend the specification as follows:

Please amend the paragraph on page 15, from lines 9 through 20, as follows:

This customer homepage 4 is open to the public so that anyone can access the customer homepage 4. In addition, the contract customer "B" creates information about a purchased item as a target of the advertising pillar contract (for example, use conditions of the item or impressions of the item), and registers the information in this customer homepage 4 so that other customers can use the information as reference information when they purchase ~~purchases~~ similar items. Such a customer homepage 4 may be established on customer's own accord, or may be established by use of the item management server 3 or the like.

Please amend the paragraphs on pages 25 and 26, from line 12 on page 25 to line 21 on page 26, as follows:

Next, with reference to Figs. 6 and ~~[[7]] 7(i) to 7(ix)~~, description will be made on an operating procedure for reading tag information by the cellular phone 1 shown in Figs. 4A, 4B and 4C, and specific examples of screens displayed in the display screen 12a in the operating procedure. Incidentally, Fig. 6 is a flow chart showing this operating procedure, and Figs. 7(i) to 7(ix) ~~Fig. 7 is a view~~ are views showing screens displayed in accordance with operations. The displayed screens are referenced by the reference numerals (i), (ii), (iii), ..., and screens corresponding to respective operations are respectively represented by such reference numerals in Figs. 7(i) to 7(ix) ~~Fig. 6~~. In addition, in Figs. 7(i) to 7(ix) ~~Fig. 7~~, the reference numeral 28 represents a photographic screen; 29, a guide screen; 30, an item screen; and 31, a store guide screen.

In Figs. 6 and ~~[[7]] 7(i) to 7(ix)~~, when the ID acquiring button 13a (Fig. 4A) in the operating portion 13 of the cellular phone 1 is now operated (Step 100), a tag reading mode is established, and a menu screen (i) is displayed in the display screen 12a (Fig. 4A) (Step 101). One of menu items in this menu screen (i) can be chosen. That is, the menu includes a menu item "1. get under remote control" for reading tag information of the ID tag 6 (Fig. 1) at a distance from the target 5a as shown in Fig. 5B, a menu item "2. get under close control" for reading tag information of the ID tag 6 at a short distance from the target 5a as shown in Fig. 5A, and a menu item "end" for releasing the tag reading mode. Such a menu item can be chosen by operating the dial button 13e (Fig. 4A) of the operating portion 13 corresponding

to the digits 1, 2 and 3 added to the menu items. Alternatively, the cursor button 13c and the decision button 13d in the operating portion 13 may be used to operate a not shown cursor so as to designate and decide a menu item. The same rule can be applied to menu items added with digits in respective menus in the other screens (ii) to (ix) shown in Figs. 7(ii) to 7(ix) ~~Fig. 7~~.

Please amend the paragraphs on pages 39 through 42, from line 16 on page 39 to line 4 on page 42, as follows:

When the ID reading switch 33 is operated, the rotating mechanism 35 is activated for the aforementioned predetermined time or during the period when the ID reading switch 33 is operated. Thus, the ID reading antenna 21 rotates and transmits a radio wave to ID tags 6 within a transmissible/receivable range in all the circumferential spaces, and receives tag information transmitted from the ID tags 6 in response to the radio wave. Thus, in the same manner as in the case where the omnidirectional ID reading antenna [[21]] 21a as shown in Fig. 10 is used, the tag information can be read from the ID tags 6 within the transmissible/receivable range in all the circumferential spaces, and stored in the storage portion 17.

An omnidirectional antenna is used as the ID reading antenna 21,21a in this embodiment. Although specific examples thereof were shown in Figs. 10, 11A and 11B, the ID reading antenna 21,21a is not limited to those specific examples. Not to say, other omnidirectional antennas may be used.

Next, a specific example of the operating procedure of the cellular phone 1 with such an ID reading antenna 21,21a configured as shown in Figs. 9A and 9B will be described with reference to the flow chart shown in Fig. 12. Here, assume that tag information is detected during the ON period of the ID acquiring switch 33.

In Fig. 12, when the ID acquiring switch 33 is operated in an ON state (Step 300), a radio wave is radiated from the omnidirectional ID reading antenna 21,21a, and the cellular phone 1 is brought into the tag information acquiring mode. When tag information transmitted from ID tags 6 within the transmissible/receivable range in all the circumferential spaces of the ID reading antenna 21,21a is received (Step 301), ID numbers of the ID tags 6 are stored in a continuous database of the storage portion 17 (Fig. 3) (Step 302). At this time, it is judged whether each tag information is received newly or not, and whether each tag information is missed or not. The newly received tag information is added with "detected

date and time" information constituted by date and time information indicating the reception time from a timer not shown in Fig. 3 and present position information acquired at that time by the GPS 20. The tag information with the "detected date and time" information is stored in the continuous database. On the other hand, if the tag information that has been received before (therefore, the ID number of the tag information and the "detected date and time" information when the tag information was received for the first time have been stored in the continuous database) is missed in response to the transmission of a subsequent radio wave from the ID reading antenna 21, 21a, "missing date and time" information constituted by date and time information at that time from the timer and present position information acquired by the GPS 20 is stored in the continuous database in association with the ID number. Incidentally, tag information that has been received only once has "missing date and time" information identical to "detected date and time" information.

In such a manner, as long as the ID acquiring switch 33 is operated in an ON state (Step 305), tag information is received from ID tags 6 within the transmissible/receivable range of the ID reading antenna 21, 21a (Step 301). Then, as described above, ID numbers of the received tag information and "detected date and time" information are stored in a continuous database. On the other hand, for missing tag information, "missing date and time" information is stored in the continuous database.

Please amend the paragraph on page 42, from lines 12 through 23, as follows:

In Fig. 12, if the time mark button 13f (Fig. 9A) of the cellular phone 1 is operated (Step 303) when the cellular phone 1 is in the tag information acquiring mode in which the cellular phone 1 can receive tag information in such a manner or even when the cellular phone 1 is not in the tag information acquiring mode, information stored in the continuous database is processed to create a one-shot database in which the information are rearranged in the ascending order of date and time when the information was received for the first time (this date and time is referred to as "mark date and time") (Step 304).

Please amend the paragraphs on pages 44 and 45, from line 5 on page 44 to line 14 on page 45, as follows:

First, description will be made with reference to Figs. 14 and [[15]] 15(1) to 15(5). Fig. 14 is a flow chart showing the operating procedure when the one-shot database shown in Fig. 13B is used. Figs. 15(1) to 15(5) are views ~~Fig. 15 is a view~~ showing specific

examples of screens (1) to (5) respectively of Figs. 15(1) to 15(5) displayed in the display screen 12a (Fig. 9A) of the cellular phone 1 in the operating procedure of Fig. 14.

Referring to [[In]] Figs. 14 and 15(1) to 15(5) [[15]], when a not-shown menu button is operating in the operating portion 13 of the cellular phone 1 (Step 400), a menu screen (1) is displayed in the display screen 12a. In this menu screen (1), menu items "1. retrieve time mark", "2. retrieve all", "0. end", and so on, can be chosen. When the menu item "1. retrieve time mark" is chosen (Step 401), the one-shot database (Fig. 13B) saved in the storage portion 17 (Fig. 3) is read (Step 402), and a time mark screen (2) indicating mark date and time in the one-shot database is displayed in the display screen 12a. In this time mark screen (2), any mark date and time displayed or a menu item "0. return" can be chosen. When the menu item "0. return" is chosen, the display state returns to the menu screen (1). On the other hand, when any mark date and time is chosen (so far Step 403), ID numbers corresponding to the chosen mark date and time are retrieved from the one-shot database, and the retrieval result is displayed as an ID tag list screen (3) in the display screen 12a. In this ID tag list screen (3), any ID number or a menu item "0. return" can be chosen. When the menu item "0. return" is chosen, the routine of process returns to Step [[102]] 402 so that the display state returns to the time mark screen (2) again. On the other hand, when any one of the ID numbers is chosen (so far Step 404), the chosen ID number is sent to the tag management server 2 (Fig. 1) together with an inquiry URL. Incidentally, by choosing the menu item "4. choose all items", all the ID numbers displayed can be chosen and sent to the tag management server 2 in a lump.

Please amend the paragraphs on pages 46 and 47, from line 12 on page 46 to line 12 on page 47, as follows:

Next, with reference to Figs. 16 and 17A to 17H, description will be made on the case where the continuous database saved in the storage portion 17 of the cellular phone 1 is used.

This is carried out when the menu item "2. retrieve all" is chosen in Step 401 (menu screen (1) in Fig. 15(1)). Fig. 16 shows the operating procedure, and Figs. 17A to 17H ~~Fig. 17 shows~~ show respective screens (a) to (h) displayed in the display screen 12a at this time.

When the menu item "2. retrieve all" is chosen in the menu screen (1) shown in Fig. 15(1) (Step 401 in Fig. 14), the continuous database (Fig. 13A) saved in the storage portion

17 (Fig. 3) is read in Fig. Figs. 16 and 17 (Step 500). Then, with further reference to Figs. 16 and 17A to 17H, an input screen (a) for inputting a desired date and time or a desired place is displayed in the display screen 12a (Step 501). When the menu item "date and time" is chosen in the input screen (a) and a desired date is inputted, ID numbers corresponding to the desired date are retrieved from the continuous database (Step 502), and an ID tag list screen (c) showing a list of the corresponding ID numbers is displayed in the display screen 12a (Step 505). On the other hand, when the menu item "place" is chosen in the input screen (a), a map screen (b) showing a map is displayed in the display screen 12a (Step 503). A map of a desired place can be selectively displayed in the map screen (b). When a desired place is designated on the map, ID numbers having position information near the designated place are retrieved from the continuous database (Fig. 13A) (Step 504), and an ID tag list screen (c) showing a list of the corresponding ID numbers is displayed in the display screen 12a (Step 505).

Please amend the paragraph on page 49, from lines 14 through 22, as follows:

Incidentally, when the menu item "0. return" is chosen in the item category choice screen (f) (Step 514), the routine of process returns to Step 507 ~~[[504]]~~. When the menu item "0. return" is chosen in the maker information display screen (g) (Step 516), the routine of process returns to Step 514. When the menu item "0. return" is chosen in the maker homepage screen (h) (Step 511), the routine of process returns to original Step 507 or 509.

Please amend the paragraph on page 50, from lines 8 through 18, as follows:

In Fig. 18A, the cellular phone 1 is used for a supervisory system against theft such as snatching. If the ID acquiring switch 33 (Figs. 9A and 9B) is turned ON when an article is stolen, not only the ID tag 6 of the stolen article (in this case, not to say, the tag information of the stolen article has been saved in the cellular phone 1) but also ID tags 6 of articles worn by the thief ~~theft~~ can be read. The stolen article and the articles (clothes and the like) worn by the thief ~~theft~~ can be known by acquiring item information of the ID tags 6 read thus.